STEEL FOR MODERN LIVING

a handbook for home makers

UNITED STATES STEEL

THE PURPOSE OF THIS BOOKLET is to give you a picture of the very great part steel takes in modern living, and the possibilities it offers in improving the conveniences and attractiveness of your home. You're accustomed to thinking of steel in terms of railroads . . . automobiles . . . skyscrapers . . . bridges. You probably didn't realize that there's as much steel used in America's homes as in any one of America's industries.

Just as there are special kinds of brick, lumber, paint and glass for different purposes . . . so there are specific steels which have been developed for various uses. And it's essential that the right steel be used for each steel purpose. Of course, you can't be expected to know the various members of the steel family—that is a job for experts. But we have devised a way just as helpful to you as if you were an expert. You can recognize these steels by the U·S·S trademark. You usually get something extra in U·S·S marked products. Something that traces back to the constant testing, research and refining by which U·S·S Steels contribute to things that make your life comfortable. That's why we urge you to look for the U·S·S trademark. It's the value sign in steel—a helpful guide to intelligent selection.

It is important to note that with very few exceptions the products mentioned in this booklet are neither made by nor obtainable from United States Steel Subsidiaries. They are made by various manufacturers using U·S·S Steels who employ the U·S·S trademark to identify that fact. We will be pleased, however, to give you information as to sources of supply. Address your inquiries to United States Steel Corporation Subsidiaries, 621 Carnegie Building, Pittsburgh, Pennsylvania.

A LOVELY BATHROOM . . . BECAUSE OF STEEL

ALTHOUGH you may practice restraint in the decoration of every room in the house—chances are you'll let color run rampant in your bathroom. But whether you prefer a bathroom brilliant with gay color, or gleaming with spartan whiteness, you want a bathroom simple to care for . . . easy to keep clean . . . a joy to live with.

So you'll be delighted to know that now you can have shining bathroom walls that wipe clean with a damp cloth and never need paint. Fixtures that keep their new satiny glow throughout the lifetime of the house. Bathroom colors that stay flower-fresh for years!

The answer is porcelain enamel. And do you know just what porcelain enamel is? It's glass permanently fused on a metal base. And which of the U·S·S family is used here? It's U·S·S Vitrenamel—a base metal with a special surface to which porcelain enamel adheres especially well. Beautifully designed and colorful porcelain enamel can oftentimes be used to bring new life and beauty to old bathrooms.

When you're choosing the shining materials and fixtures for your new bathroom—look for the U·S·S Vitrenamel label. Whenever you find it you'll know that the manufacturer is justifiably proud of the base metal used—that he's been as particular about the parts you can't see, as the surfaces that first attract your attention with their glowing finish, their lovely colors. Look for the U·S·S quality seal.

STEEL DESIGNS A CHEERFUL KITCHEN

EVERY housewife wants a pleasing kitchen whether she spends a great deal of time in it herself or not. Since so much progress has been made in the efficiency of her equipment—utensils, refrigerator, sink, cabinets, etc.—it was only natural that the next step would be to make the kitchen itself a modern, delightful room to work in. In this development steel has proved an ideal material, as it lends itself so well to the use of color in paint, enamel or porcelain enamel finishes.

Activities in the modern kitchen can proceed happily with streamlined ease and speed—thanks to the conveniences and adaptability of steel. Sleek, substantial steel cabinets, with quiet, sturdy doors, are attractive in baked enamel or the glass-fused finish of porcelain enamel, in colors to suit your choice. Porcelain enameled sink, table top, refrigerator and glistening stove . . . cooking utensils . . . all keep their lustrous finish indefinitely. Stainless steel trim adds to the practical luxury of a room that's a pleasure to work in and easy to restore to polished cleanliness after each use—merely by wiping with a soapy cloth.

All these advantages for your kitchen are obtainable in U·S·S trade-marked steels. Whenever you are shopping for kitchen equipment—when buying stove, refrigerator, table, cooking utensils—look for the U·S·S label. Wherever you find it, it means that the maker is proud to have you know the kind of steel he has used to insure your satisfaction. Yes, U·S·S Steels are bringing style and beauty to that busiest of rooms in almost any home—the kitchen.

HOUSEWIVES AND KITCHENS STAY YOUNG

with Stainless Steel

REMEMBER when a woman looked her age? Today the woman of fifty can be as attractive and charming as the young girl of sweet sixteen. Modern housekeeping methods play a large part in helping her keep young. Perhaps none more than those found in gleaming kitchens, like this one. But the best part of this kitchen is that it too has discovered the secret of eternal youth. This is a kitchen that can't grow old—because it's built with stainless steel.

If you'd like a kitchen that will stay silver-bright year after year with the least imaginable care—plan it with U·S·S Stainless Steels. You know about stainless—that wonder metal in your knife that keeps its blade new-looking indefinitely without scouring. Stainless is just as wonderful for sinks, drainboards, oven linings, cooking utensils, tables, chairs, door hinges, light-switch plates, cutlery, flatware and all kitchen trim. One swish of sudsy water and the mirror-like finish of anything made of stainless gleams as when new. Stainless steel won't rust. It is exceedingly hard to mar. Food acids won't stain it.

Any sheet metal worker can fabricate your sink top and other working surfaces from U·S·S Stainless Steel. Ask him for an estimate and plan. Or if building, consult your architect. And so you will know that the steel is right, insist on U·S·S Stainless. When buying utensils or cutlery look for the famous U·S·S trademark. It's your guarantee of quality steel.

STEEL BRINGS CHARM AND COMFORT TO THE LIVING ROOM

THANKS to modern developments in U·S·S Steels, you can have the kind of living room you have always wanted. For instance — you can have those dreamed-of casement windows, set in trim frames made of steel. There's everything in favor of steel casement windows—entirely aside from their smart appearance. They're priced within the range of even a modest home. They're inexpensive to install. They won't stick or rattle—are not subject to weather variation. A little paint every few years will keep them in condition permanently. And they allow more light to enter than is possible through windows set in frames of a thicker, bulkier material.

While you're admiring the stunning steel window treatment in this enchanting room — notice the steel Venetian blinds with smooth metal surfaces that are unusually easy to keep clean. It's the stainless steel trim which gives such life and beauty to the fireplace mantel. The shade on the floor lamp is stainless steel too. A firescreen of steel chain-link pulls swiftly and attractively across the fireplace opening. And note how the stainless steel tubular furniture acts as a shining foil to richly colored upholstery.

Whether planning a new home, remodeling an old one, or just furnishing a living room—don't forget the part steel can play in providing beauty and convenience with permanent utility. Remind your architect to specify U·S·S Steels. And in your own purchases of furniture and household equipment where steel is used, look for the U·S·S trademark.

CONVENIENT STEEL CLOSETS . . . READY TO INSTALL

SWEET and clean the housewife wants her bedroom to be—and her bedroom closet too. The day of groping about in dim, shadowy, clothes-clogged spaces for a missing shoe or last year's hat, is gone. The modern housewife takes pride in closets that can stand inspection any hour of any day in the week. In fact, she "furnishes" her closets with neat hatboxes, shoe-racks and garment bags to keep her things dainty, make them instantly accessible. Now, when planning your new home or remodeling an old one—you can have included in your specifications plans for new prefabricated steel closets, which will further aid in your closet housekeeping.

Steel closets, complete as you like with shelf, hooks and rod, come ready to install in spaces provided for them. There's no time and labor wasted on plastering. They'll stay spick and span year after year—with an occasional wiping down with a damp cloth. They have no cracks or crevices to catch and hold dust; no rough, splintery surface. Just ask your builder to plan for prefabricated steel closets for your new or remodeled home, or write United States Steel Corporation Subsidiaries for information on ready-to-install steel closets.

And while we're on the subject of steel in the bedroom—notice the steel bed. Metal beds continue to be popular—although those of today are a far cry from the brass or iron beds that grandmother was so proud of. Today's metal bed is made of steel, formed into smart period styles and if desired can be finished to match any type of fine-grained wood.

A STEEL STAIRCASE . . . ALL IN ONE PIECE

FACING the entrance to this inviting living room is as graceful a stairway as you've seen in a small house in a long time. This is a special kind of staircase. A steel staircase that comes to you prefabricated all in one piece. Just one more example of how steel makes home-building easier, quicker, better, safer, more economical.

Time was, when to have a smart-looking stairway, builders had to cut and fit many different pieces to fashion it properly. Even then, chances were the stairs would develop annoying squeaks almost impossible to trace to their source. Today—instead of ordering materials and laboriously creating a stairway on the job, a builder can install this single-unit staircase of steel in the space reserved for it, in a matter of minutes. What's more—this unit has been so designed that there isn't a squeak in it—and never will be. Of welded construction, it's strong enough to hold an elephant—should such an occasion ever arise!

You can do a lot with a staircase like this. You may wish to paint it in colors to harmonize with the rest of the room in which it is installed. Or you can carpet it or mount linoleum on the treads. Whatever you choose to do—the effect is sure to be that of a pleasing, modern staircase that is rightly suited to your house. For more details and information as to where steel staircases may be procured, ask your architect, or write us for complete information.

Here again, look for the famous U·S·S trademark.

A NEW STEEL DISCOVERY . . . INSULATION

DID YOU ever stand in front of an electric "bowl" heater and feel how steel reflects the heat? Stand back of the bowl and you wouldn't know the heat was on. That's the principle science has used in this new type of home insulation—steel sheets that reflect 95% of all radiated heat.

The whole idea of insulating homes with steel sheets is so simple that probably even the experts wonder why they didn't think of it before. Reports from hundreds of owners whose homes are insulated with steel showed remarkably lower fuel cost than ordinary houses of similar size, during one of the coldest winters in years! What's more, you get effective fire protection with steel insulation.

The coating on this insulation is the same type as on the steel roofs of many old colonial homes which have lasted over 100 years. The secret is the rust-resistant coat of lead and tin. Steel insulation will not pack down or soak up moisture, or attract vermin.

So before you build, investigate this easy-to-apply steel insulation which keeps summer homes cool and winter homes warm. Steel insulation sheets are easy to handle. Your own builder can cut and install them. This is another example of the contribution manufacturers using U·S·S Steels are making in order that you may have a better, more livable home.

YOUR DREAM LAUNDRY COMES TRUE WITH STEEL

THE CHAMBER of horrors that used to be the basement laundry, even in the best of homes, is no more. Colorful porcelain and baked enamel finishes, walls gaily painted and streamlined equipment of amazing efficiency—these have taken the dinginess and the drudgery out of family wash day.

U·S·S Steels have a lot to do with making a room like this. Though you can't always see the steel—it constitutes the greatest part of this modern equipment. Washing machine, ironer and laundry tubs owe their easy-to-clean beauty to porcelain enamel permanently fused on U·S·S Vitrenamel. Water-softening equipment and water heater are kept forever free from rust with porcelain enamel inside and out. U·S·S Stainless Steel trimmings stay ever bright and new-looking.

Air-conditioning ducts, furnace and clothes dryer may be had in U·S·S Galvanized Copper Steel, which resists the wear and tear of time and moisture. Or, where the surface is to be painted, they may be ordered in U·S·S Paintbond, a special Bonderized galvanized steel to which paint adheres especially well.

Steel lockers provide convenient tuck-away space for many unsightly laundry necessities.

Note the steel floor joists supporting the ceiling. Various types are available and, when brightly painted, become a part of the decorative scheme. Light, strong, fireproof, they represent the most modern construction. If wanted, a false drop ceiling can conceal them. Ask your contractor or architect.

STEEL MAKES A ROOM TO FROLIC IN

EVERY modern home needs a recreation or rumpus room which will take the rough treatment a careful homemaker wants to spare her pretty living room. Attractiveness is desirable for the proper "clubby" atmosphere. Sturdiness is important. So is economy, usually. With steel you get all these features—and more!

The cheerful, cozy room illustrated has been transformed from an unused basement corner with the assistance of steel. U·S·S Copper Steel in baked enamel finish encases the heating unit—makes it a harmonious part of the room. Table and chairs are substantial, yet light in weight, for they're made of U·S·S Stainless Steel which will keep its brilliance permanently—will never rust or tarnish. Light reflectors on the wall are also made of Stainless. Even the ceiling, which is the under side of a "Cellular Steel" floor system, is made of steel—painted to blend with the other colors in the room. This unusual flooring and ceiling is amazingly strong and soundproof, and its method of construction makes it exceptionally easy to wire.

The convenient shower cabinet shown may be purchased in one complete unit of porcelain enamel on U·S·S Vitrenamel base. It is inexpensive and simple to install. It slips right into the place prepared for it—all ready for connections. The lavatory too is porcelain enamel on U·S·S Vitrenamel.

CONSIDER THE EXTERIOR—IT'S STEEL TOO!

DID YOU know you can have a charming home like this where nearly every part you can see is made of steel? Not only is this construction an aid to fire-proofing, but it also provides remarkable freedom from the maintenance expense which is such a burden to home owners. Just look at the many new advantages steel has developed for the exterior of the modern home.

For a roof that has long-lasting beauty in any favored color . . . has great resistance to strong winds and other unfavorable climatic conditions . . . and is fireproof, steel shingles are the answer. And you'll be surprised at how economical they are! Steel casement windows set in frames of steel are smarter . . . more durable. Any sheet metal worker can make flower boxes and other outside decoration for your home, using U·S·S Steels, which can be painted to match the house.

Porcelain enamel is being used more and more for prefabricated shutters, window sills, corner boards, cornices. Incidentally, porcelain enamel shingles are now being made which provide a handsome roof as fire- and weather-proof as the all-steel shingles and require no painting or other maintenance. Gutters, downspouts and flashings are obtainable in galvanized U·S·S Copper Steel or U·S·S Paintbond, a Bonderized steel which has a special surface to hold paint with a permanent grip. But for the ultimate in service, durability and beauty, specify U·S·S Stainless Steel. Even clapboard siding may be had of steel! When painted it looks like any clapboard but it won't warp or absorb moisture, and is termite proof.

Specify U·S·S Steels

IN YOUR HOME FOR BEAUTY, COMFORT AND PERMANENCE

Now that you have seen something of "Steel for Modern Living," how would you like these advantages in your own home? To have many of them is far easier than you might think. For steel, with all its benefits, is not a costly material. In fact—it often serves better than many materials far more expensive.

Let's glance through the rooms of a typical house—at its structural and exterior construction—at gardens and lawns—and look at the things we owe to steel—the many added conveniences and comforts that steel today makes possible.

HALLWAY

Steel stairway unit
Steel clothes closet unit
Steel baseboard and moulding
Steel doors and door frames
Stainless steel door hinges and hardware
Stainless steel light-switch plates
Stainless steel railing
Stainless steel light reflectors
Steel venetian blinds and window screens

• LIVING ROOM

Stainless steel tubular furniture
Stainless steel trim
Stainless steel lamps and shades
Stainless steel light reflectors
Stainless steel door hinges and hardware
Stainless steel light-switch plates
Stainless casement windows
Steel venetian blinds and window screens
Steel baseboard and moulding
Steel doors and door frames
Steel waste basket
Steel guest closet unit (if no hall)
Steel stairway unit (if no hall)
Premier spring wire upholstered furniture
Chain-link firescreen

• DINING ROOM

Steel casement windows
Steel venetian blinds and window screens
Steel doors and door frames
Steel baseboard and moulding
Premier spring wire upholstered chairs
Stainless steel light reflectors
Stainless steel door hinges and hardware
Stainless steel light-switch plates
Stainless steel tubular furniture

• KITCHEN

Porcelain enameled sink, stove, refrigerator
Porcelain enamel kitchenware
Porcelain enamel wall panels
Porcelain enamel drainboard
Porcelain enamel table top
Stainless steel stool and chairs
Stainless steel table top
Stainless steel sink and drainboard
Stainless steel stove top and lining
Stainless steel kitchenware
Stainless steel cutlery
Stainless steel trim
Stainless steel door hinges and hardware
Stainless steel light-switch plates
Steel kitchen cabinet
Steel kitchen cupboard units
Steel casement windows
Steel venetian blinds and window screens
Steel waste basket, buckets, etc.
Steel garbage container
Steel ventilator
Steel baseboard and moulding
Steel doors and door frames

• BEDROOM

Steel clothes closet unit
Steel beds
Premier spring wire bedsprings
Premier spring wire mattresses
Premier spring wire upholstered furniture
Steel doors and door frames
Steel waste basket
Stainless steel door hinges and hardware
Stainless steel light reflectors
Stainless steel tubular furniture
Stainless steel lamps and shades

• BATHROOM

Porcelain enamel bathtub
Porcelain enamel lavatory
Porcelain enamel toilet
Porcelain enamel wall panels
Porcelain enamel shower cabinet
Porcelain enamel bath scales
Porcelain enamel medicine cabinet
Baked enamel medicine cabinet
Steel venetian blinds
Steel casement window
Steel window screens
Steel clothes hamper
Steel doors and door frames
Stainless steel trim
Stainless steel door hinges and hardware
Stainless steel light-reflectors
Stainless steel light-switch plates

• RUMPUS ROOM

Stainless steel table
Stainless steel tubular chairs
Stainless steel light reflectors
Stainless steel lamps and shades
Stainless steel door hinges and hardware
Stainless steel trim
Stainless steel light-switch plates
Premier spring wire upholstered furniture
Steel cellular floor and ceiling system
Steel waste basket
Steel closet unit
Steel doors and door frames
Steel baseboard and moulding
Steel bar joists
Porcelain enamel shower cabinet

• BASEMENT

Porcelain enamel laundry tubs
Porcelain enamel washing machine
Porcelain enamel ironer
Porcelain enamel water heater
Porcelain water-softening equipment
Porcelain enamel lavatory
Porcelain enamel toilet
Steel water heater
Steel clothes dryer
Steel air conditioning ducts
Steel furnace jacket
Steel cellular floor and ceiling system
Steel lockers
Steel floor joists supporting ceiling
Steel doors and door frames

• STRUCTURAL USES

Steel floor joists
Special steel cellular floor and ceiling system
Steel framing
Steel insulation
Steel termite stop
Steel casement windows
Steel lintels
Steel beams and columns
Copper steel pipe for plumbing and heating
Durolined pipe for plumbing and heating
Metal lath

• EXTERIOR USES

Steel clapboard siding
Steel shingles
Steel casement windows
Porcelain enamel shingles
Porcelain enamel shutters
Porcelain enamel window frames
Porcelain enamel window sills
Porcelain enamel corner trim
Porcelain enamel entrance hoods
Porcelain enamel cornices
Galvanized copper steel gutters, downspouts and flashing
Paintbond gutters, downspouts and flashing
Stainless steel gutters, downspouts and flashing
Red Tag screen wire

• GARDEN AND LAWN

Cyclone chain link fence
American lawn fence
American steel fence posts
American steel fence gates
Steel clothes poles
Steel clothes line
Steel wheelbarrow
Steel lawnmower
Steel garden tools
Steel hand tools
Steel pipe for arbors and trellises
Cyclone steel burner basket
Steel grate for outdoor oven

More and more home buyers are asking: "What is this thing made of?" "What kind of material was used in it?" It is a reasonable request. Proof that we think so, insofar as steel is concerned, is the growing use of the U·S·S trademark—a sure sign of a good steel. Keep it in mind. Look for it every time you shop for things made of steel.

YEAR 'ROUND PROTECTION

for Your Children —your Home —your Flowers

YOU CAN make your yard really *yours* with a few feet of fence. It keeps out bothersome dogs and careless trespassers — provides an enjoyable, safe playground for your children.

Cyclone Fence fits right into your landscaping. Looks trim and stays that way. It makes an excellent background and support for tall flowers and shrubs, as well as for climbing vines. Helps you make your garden the secluded spot you want it to be.

And when you buy Cyclone Fence you get protection that will last. Cyclone Fence is sturdy. Heavily galvanized *after* weaving. Posts stay firm and straight. It is a permanent improvement for any home. Get the facts about Cyclone protection now.

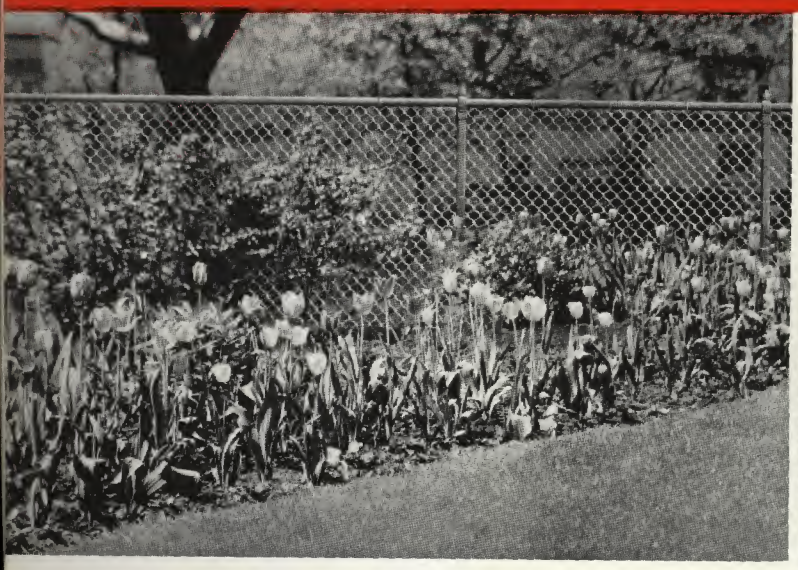
• • •

You can let your children run out in the healthful sunshine all day and still be free from worry—when you provide a safe playground for them. You wouldn't for any price endanger their safety, yet it may never have occurred to you that by a simple, inexpensive investment in this good-looking fence you could give them real protection and insure your own peace of mind.

He may be a nice dog, all right—a wonderful pet for his owner—but he can be a nuisance when he digs into your favorite flower bed or molests your treasured evergreens. There's one sure way to keep dogs out of trouble—Cyclone Fence. It's high enough and strong enough to keep your dog in—and keep other dogs out.

THIS PROTECTION CAN BE YOURS

..for only

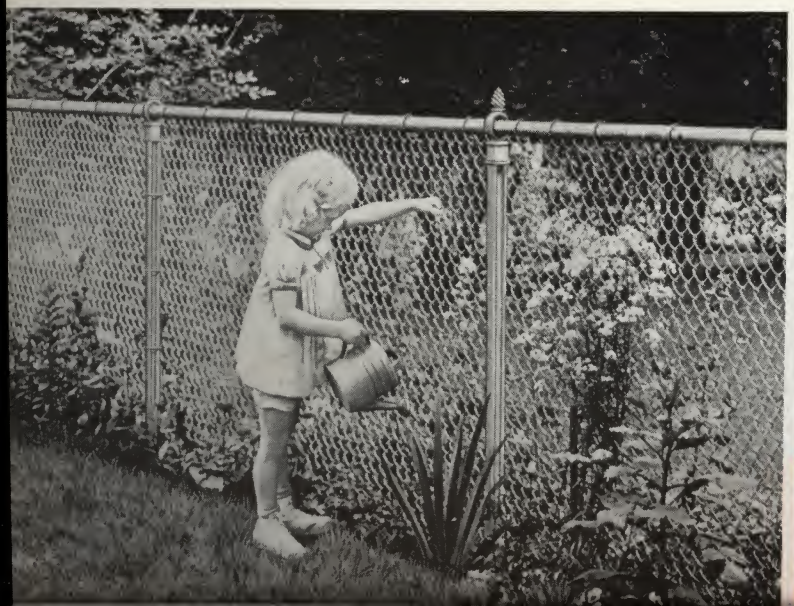


CYCLONE FENCE GUARDS your lawn and flowers, yet it allows you to display with pride the beauty of your yard. Passers-by can see your treasured flowers—but they can't trample them.

YOUR CHILDREN, your home, and your flowers are protected with Cyclone Fence—safely guarded from careless or troublesome trespassers. Sometimes only a few feet of fence are needed to give them a safe playground right in their own yard.

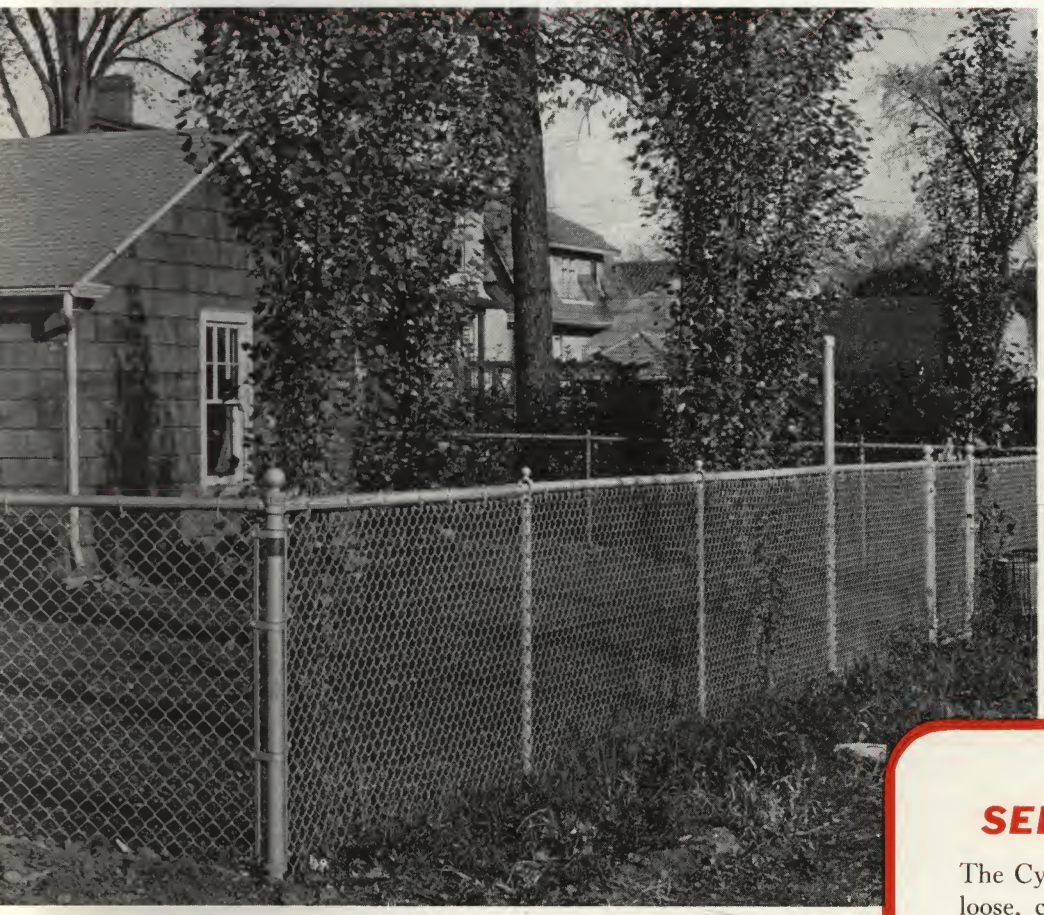
HOW MUCH MORE BEAUTIFUL your garden looks when you keep out careless trespassers who would spoil its natural beauty. Notice how effectively the Cyclone Fence fits into the landscaping of this lovely back yard.

OUTDOOR LIVING ROOMS are increasingly popular. And to make an outdoor living room really *yours*, enclose it with Cyclone Fence. It makes an excellent support for climbing vines—thus giving you the protection of steel, with the beauty of the green vines.



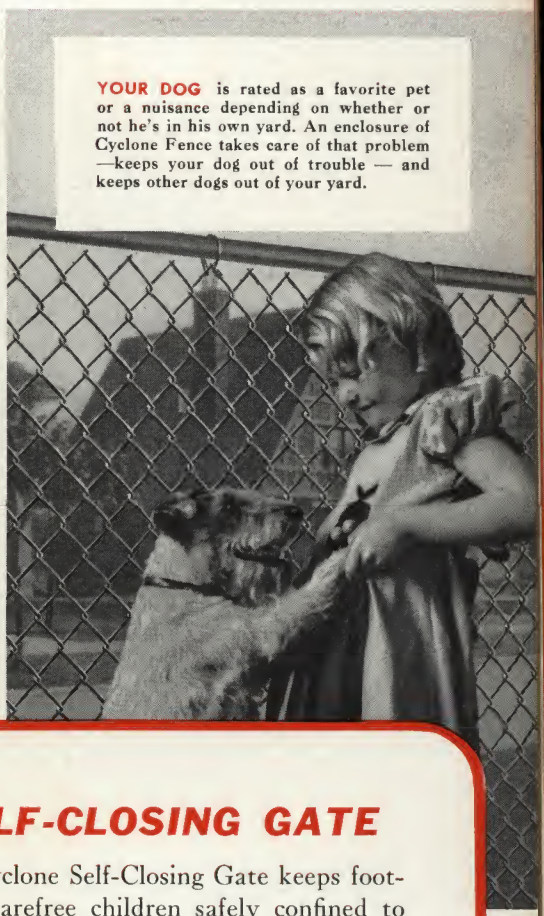
*** MAIL CARD FOR FREE**

*a few cents a day!**



CYCLONE FENCE IS POPULAR because it gives maximum protection without creating a "closed-in" effect. Light and air come through this sturdy barrier—but not trespassers who would trample your lawn and flowers.

A FENCED YARD means more safe fun for the children and less worry for you. When your back yard is enclosed with Cyclone Fence you *know* your children are protected from speeding cars and undesirable people.



YOUR DOG is rated as a favorite pet or a nuisance depending on whether or not he's in his own yard. An enclosure of Cyclone Fence takes care of that problem —keeps your dog out of trouble — and keeps other dogs out of your yard.

SELF-CLOSING GATE

The Cyclone Self-Closing Gate keeps footloose, carefree children safely confined to their own yard. This gate is closed quickly and quietly by a strong propelling tempered tension spring, encased in the hinge itself.

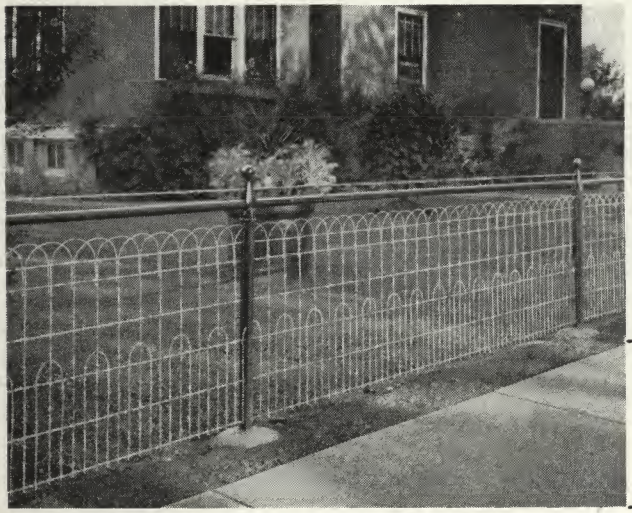
ESTIMATE AND FACTS ON EASY PAYMENT PLAN

How to get the *right* Fence for your property

CYCLONE is well able to provide the right fence for you whether you want to enclose a small yard or an estate. You have many types to choose from—different kinds of posts, gates and fabrics—in a wide range of prices. And it won't cost you anything to find out which is the right fence for you. Mail the enclosed card, indicating the size and shape of the area to be fenced. We will gladly give you all the facts and make an estimate without any obligation to you.

Right down to the last detail, Cyclone Fence is made to last—that's why it is such an inexpensive fence in the long run. Posts are strong and firm. Gates swing freely and quietly, without dragging. Our trained erection crews will put your fence in right . . . and it will stay that way.

AVAILABLE ON EASY PAYMENTS



You can get the priceless protection of Cyclone Fence without making an immediate large cash outlay. A small down payment, with monthly payments amounting to only a few cents a day, will bring you this valuable protection. Mail the card for complete information on U·S·S Cyclone Fence and this easy payment plan.

There is a Cyclone Fence for every pocketbook. Many homes are protected with this strong, Cyclone Complete Lawn Fence. Available with either woven or welded fabric—with gates to match.

Cyclone Fence which bears the "12M" label gives extra years of wear. So heavy and uniform is its galvanizing coat that it will stand a minimum of 12 one-minute immersions in copper sulphate—the famous Preece test. Be sure to check quality when buying fence. Look for the Cyclone "12M" label—it is your assurance of extra quality and long fence life.

CYCLONE SAFEGUARD FENCE

Cyclone Safeguard Chain Link Fence is built in standard heights from 3 feet up. The chain link fabric is the full height of the fence, supported by sturdy steel posts and a tubular steel top rail. This top rail has expansion couplings to prevent buckling in hot weather.

U·S·S CYCLONE FENCE

CYCLONE FENCE COMPANY, Waukegan, Ill.

Branches in Principal Cities

Standard Fence Company, Oakland, California, *Pacific Coast Division* · United States Steel Export Company, New York

UNITED STATES STEEL